## **ABSTRACT**

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The Influence of Affiliate Needs and Narcissistic Traits on Self Disclosure in Social Media (Quantitative Study on Facebook.com Active Users)

**Keywords**: Interpersonal Communication, Self Disclosure, Need for Affiliation, Narcissistic

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Using social networking at this time has become one of the needs for the people. Because social networking has become one of the cheapest and easily accessible communication media. As we all know that nowadays people are more open to share their personal experiences through personal blogs or by status on a social media compared to talking directly to the surrounding environment. In this study the author wants to see how Facebook social media influences the behavior of self-disclosure in the owner of his account. Especially influences the needs of affiliates and the narcissistic traits of users on social media. The research method uses a quantitative approach. By distributing online questionnaires through Google Form to 65 respondents based on the Hair formula. The results showed that simultaneously the need for affiliation and narcissistic traits had a low influence on self-disclosure on social media and only affected 14.8%. Individuals will do self-disclosure if the individual has a close and intimate relationship with the individual / community that he follows. Need for affiliation are needed to maintain a close relationship so that self-disclosure continues smoothly. While narcissistic traits will indirectly arise if intimate and mutual relationships have been established and mutual openness is carried out.

Bibliography (1994-2017)